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L. J. FARMER'S
Descriptive Trade Price List
FOR 1911



The Plum Farmer Black Raspberry

THIS is the greatest black cap raspberry that has ever been introduced. It was found by us in a batch of plants received from Ohio some 15 years ago. We have propagated and sold it ever since and have yet to meet the man who thinks there is anything near as good in the blackcap line. It is grown and appreciated from Maine to California and everywhere receives the greatest praise. In 1909, a grower who lives about 10 miles from us, shipped 90 crates to New York City, which sold for over \$600. It is being planted for evaporating and fresh use to the exclusion of all others. The plants are very healthy, have a silvery bluish appearance when ripened in the fall and succeed where others fail. The fruit is grayish black, very firm, attractive, of the very highest flavor and is adapted for evaporating, as well as for fresh market or home use. I know of no fruit which pays growers in this locality so well. Buyers stand ready to pay the farmers 12c at their doors and the fresh fruit often retails in the cities for 25c per quart. We handled nearly 500,000 of these plants during the season of 1910 and have the largest stock of any one, to offer this year. We possibly have more plants under our control than all other dealers combined and can offer them to the trade at a low price. Now is the time to catalogue the Plum Farmer. Retail price 50c per dozen, \$2 per 100, \$15 per 1000. Trade price \$8 per 1000. We have about 100,000 transplants for sale at \$14 per 1000.



The Royal Purple Raspberry

PURPLE raspberries are more vigorous and productive than either reds or blacks and will succeed when reds and blacks fail. For this reason they are recommended for the average planter. There is more money in growing Columbians and Schaffers at 8c per quart than Cuthberts at 25c. The Royal Purple is the greatest advance yet made in purple raspberries. What I think of The Royal Purple is best expressed by the fact that I pay \$1000 to control the sale of the plants. Schaffer is too soft and musses when picked and allowed to stand in the basket. Columbian has a large peduncle or stem and while the berry is naturally firm, it breaks and crumbles when picked, is hard to get off, and unless the field is well cultivated and the fruit fully ripe, it is impossible to pick them without crumbling. The Royal Purple is dry, hard and firm, does not crumble and can be picked before fully ripened, as it comes off the stem easily. Being easy to pick, the tendency is to gather them before fully ripe and they do not have that sickly dull ashen color that purple raspberries usually have. It was no trouble for us to get 15c per quart for our crop of Royal Purples this year. One great point in favor of the Royal Purple, is its lateness. The Columbians were in their prime July 23rd this year, while the Royal Purples did not get at their best until over a week later and were still making good pickings August 20th, on last years growth. The plants are strong sturdy growers, nearly thornless and when ripened in the fall and winter are of a beautiful dark red color. The original bush has stood in a stiff blue grass sod and bore fruit for 13 successive seasons without fail. It is the hardiest purple raspberry the writer has ever seen, having withstood 35% below zero without injury. It will go through the winter uninjured when Schaffer and Columbian freeze back

to the ground. The fruit is same size as Columbian with us and is so firm and dry that it can be picked and shipped long distances in quart boxes. We own and control the entire stock of Royal Purples with the exception of a very few plants sold at retail the past two seasons. Retail price 1 year transplants 50c each, \$5 per dozen, Tips 30c each, 4 for \$1.00, dozen \$2.50. Trade price, transplants \$25 per 100, \$200 per 1000, Tip plants, \$15 per 100, \$125 per 1000.



The Idaho Red Raspberry

THIS new red raspberry was found growing in the state of Idaho. The plants are strong growers and if given a fair chance, soon assert themselves. They are not such rampant growers as Cuthbert and do not soon incur the ground with useless plants, but they are sturdy growers and are not easily choked out by weeds or other varieties. The plants are the hardiest of all red raspberries, have withstood 30% below zero and I believe they will easily stand 40% below zero. They rarely ever get over 3½ feet high and never have required trimming with us. They branch naturally like a tree and require very little attention except to be kept clean of weeds and grass.

The fruit is very large, some berries attaining over 1 inch in diameter, of a deep red color and very attractive. It is very fine flavored. The season is early to late, ripening over the longest season of any red raspberry we have, beginning with Marlboro and lasting long after London and Cuthbert are done. I am able to sell them for the best price of any raspberry we grow. We are planting it extensively for fruit and as soon as its merits are well known, the demand for plants will be enormous. We have fruited it now for three years and consider it the most valuable of all red raspberries. Cuthbert is the only one that anywhere near equals it. It will grow and produce an enormous crop where Cuthberts will freeze out entirely. Retail price, 35c each, 3 for \$1.00, dozen \$3.00. Trade price \$20 per 100 \$150 per 1000.

The Hastings Potato

THERE is just Irish enough in me to appreciate a good potato and I never have seen anything equal to the Hastings. This variety originated about 14 miles from our farm several years ago, and now is more largely grown in that locality than all other varieties combined. It is a very late potato and requires a full season to attain its greatest perfection in yield and flavor. It should be plant-

ed early for best results, and, growing through a long season as it does it takes advantage of every bit of rain that comes and is able to produce a big crop of tubers when varieties of shorter season will often fail. It is such a rank vigorous grower that it covers the ground with vines which are practically immune to blight and bugs.



It produces potato balls every year. The tubers are white in color, roundish in shape, the popular market shape, and are very fine grained and fine flavored. Unlike most late potatoes, it is good to eat, like early varieties, as soon as dug in the fall. The flesh is very solid and tubers of ordinary size are real heavy. It is rarely you find a hollow specimen. This variety has yielded 400 bushels to the acre on ordinary soil when with the same care, on the same soil right beside them, Carman, Rural New Yorker and others produced but half the yield. The tuber used to make the above illustration weighed about 1 pound and was a typical specimen of the Hastings variety. It was planted in the spring of 1909 and produced 83 lbs of potatoes. The tuber was cut to single eyes and planted in 14 hills. I never before heard of such a yield from one potato in one season. We are introducers and headquarters for the Hastings potato. Retail price, 1 tuber 25c, pk 75c, bushel \$2.00. Trade price bushel \$1.25, 10 or more bushels \$1 per bushel.

TRADE PRICES ON OTHER SPECIALTIES

New Discovery Strawberry \$2 per 100, \$10 per 1000	Early Ozark Strawberry \$2 per 100, \$10 per 1000
Omega Strawberry \$2 per 100, \$10 per 1000	Norwood Strawberry \$2 per 100, \$10 per 1000
Pan American Strawberry \$10 per 100, \$75 per 1000	Cuthbert Raspberry \$1 per 100, \$8 per 1000
Francis and Americus Strawberry, dozen \$2.50, \$20 per 100.	Snyder Blackberry \$1 per 100, \$8 per 1000
	Peach Strawberry \$2 per 100, \$10 per 1000

We are introducers of Norwood, Early Ozark, New Discovery, Peach and Omega Strawberries; Plum Farmer, Royal Purple and Idaho Raspberries, Hastings Potato &c. We are headquarters for pure plants. Don't try to save a penny by buying for a little less and get bit by some irresponsible dealer. SEND TO HEADQUARTERS AND BE SURE.

Address all Correspondence and Orders to
L. J. Farmer, Pulaski, N. Y.